



# **The New Color of Money**

**Safer. Smarter. More Secure.**



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The United States government continues issuing currency with enhanced designs and security features. New \$20 and \$50 notes were introduced in 2003 and 2004, respectively. A new \$10 note will enter circulation in early 2006, followed later by a new \$100 note.

This redesigned currency is **safer, smarter and more secure**:

**Safer** because it is harder to fake and easier to check;

**Smarter** to stay ahead of tech-savvy counterfeiters; and,

**More Secure** to protect the integrity of U.S. currency.

The most noticeable difference in the new design is the introduction of subtle background colors, which makes it more burdensome for potential counterfeiters because it adds complexity to the note. The addition of color also makes it easier to distinguish between denominations because different background colors are used for each denomination. Despite the addition of color, the redesigned notes preserve the distinct size, look and feel of traditional American currency – the world’s most familiar and circulated currency.

The new \$10 note, which is the third denomination to be redesigned in the series, includes subtle shades of orange, yellow and red along with images of the Statue of Liberty’s torch and the words “We the People” from the United States Constitution.

To protect your hard-earned money, the U.S. government expects to redesign its currency every seven to 10 years. Counterfeiting of U.S. currency has been kept at low levels through a combination of improvements in security features, aggressive law enforcement and education efforts to inform the public about how to check their currency.

The redesigned \$10 note retains three of the most important security features that were first introduced in the 1990s and are easy to check: **color-shifting ink**, **watermark** and **security thread**.



### SECURITY THREAD

Hold the bill up to the light and look for the security thread, or plastic strip, that is embedded in the paper and runs vertically to the right of the portrait. If you look closely, the words “USA TEN” and a small flag are visible along the thread from both sides of the note. This thread glows orange when held under ultraviolet light. In the redesigned \$10 note, the thread has shifted slightly to the right of its location on older series \$10 notes.

### COLOR-SHIFTING INK

Look at the number “10” in the lower right corner on the front of the note. When you tilt the note up and down, the color-shifting ink changes color from copper to green.

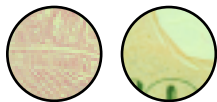
### WATERMARK

Hold the bill up to the light and look for the watermark, or faint image, similar to the large portrait of Treasury Secretary Alexander Hamilton. The watermark is part of the paper itself and can be seen from both sides of the note. A blank oval has been incorporated into the new \$10 design to highlight the watermark’s location.





# New Features



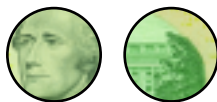
## COLOR

The most noticeable difference in the newly designed bill is the addition of subtle background colors of orange, yellow and red. The words “We the People” have been printed in red in the background to the right of the portrait. Also, small yellow 10s have been printed in the background to the left of the portrait on the front of the bill and to the right of the vignette on the back of the bill. The background colors differ with each denomination to help distinguish them.



## SYMBOLS OF FREEDOM

The front of the new \$10 note also includes images of traditional icons of Americana – also called Symbols of Freedom. Two images of the torch carried by the Statue of Liberty are printed in red on the front of the bill. A large image of the torch is printed in the background to the left of the portrait of Secretary Hamilton, while a second, smaller metallic red image of the torch can be found on the lower right side of the portrait. The symbols of freedom differ for each denomination.



## PORTRAIT AND VIGNETTE

The oval borders and fine lines surrounding the portrait of Secretary Hamilton on the front, and the United States Treasury Building vignette on the back, have been removed. The portrait has been moved up and the shoulders have been extended into the border. Additional engraving details have been added to the vignette background.

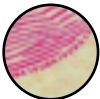
# Other Features

In addition to the three primary security features, the new \$10 note also retains a number of other existing design features.



## MICROPRINTING

Because they are so small, microprinted words are hard to replicate. The redesigned \$10 bill features microprinting on the face of the note in four areas: the word “USA” and the numeral “10” can be found repeated beneath the large printed torch, and the words “THE UNITED STATES OF AMERICA” and “TEN DOLLARS” can be found below the portrait, as well as vertically inside the left and right borders of the note.



## LOW-VISION FEATURE

The large numeral “10” in the lower right corner on the back of the bill is easy to read.



## PAPER

Currency paper is one-fourth linen and three-fourths cotton and contains red and blue fibers.



## FEDERAL RESERVE INDICATORS

A universal seal to the left of the portrait represents the entire Federal Reserve System. A letter and number beneath the left serial number identifies the issuing Federal Reserve Bank.



## SERIAL NUMBERS

The unique combination of eleven numbers and letters appears twice on the front of the note. On the new \$10 note, the left serial number has shifted slightly to the right, compared with previous designs.

# A Smooth Transition

While the look of U.S. currency will undergo subtle changes, all notes — new or old — will be honored at their full face value. There will be no recall or devaluation of any U.S. notes. The United States has never devalued its currency and will not do so now. As the new currency is phased in, worn bills will be retired by the Federal Reserve when they are returned through the banking system. This means there is no time limit or requirement for exchanging a previous series for a new series.

## If You Suspect a Counterfeit Bill...

If you receive a bill that you suspect may be counterfeit or if you question a bill that is already in your possession, turn it over to your local police department. If the bill is genuine, it will be returned to you as soon as possible. If the bill is counterfeit, you will not be reimbursed, but knowingly passing a counterfeit bill is against the law.

## Other Series 2004 Designs in Circulation



Introduced in 2003, the new \$20 note features green, peach and blue colors as well as images of American eagles.



The new \$50 note, introduced in 2004, includes shades of blue and red along with images of the American flag.



A redesigned \$100 note will be issued following the \$10 note. At this time, the government has no plans to redesign the \$5 note. The \$1 and \$2 notes will not be redesigned.

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